

FIG. 1

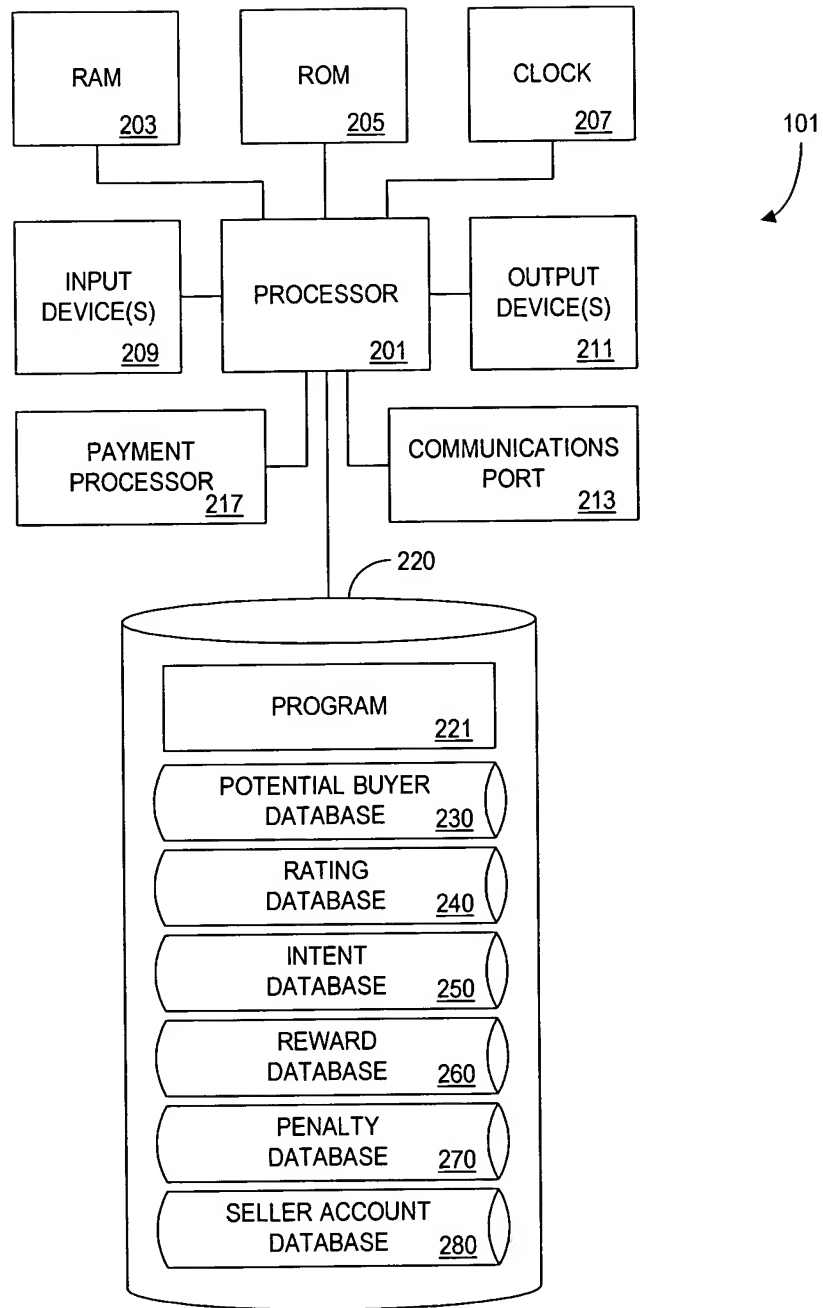


FIG. 2

230

POTENTIAL BUYER NAME <u>231</u>	POTENTIAL BUYER IDENTIFIER <u>233</u>	PAYMENT IDENTIFIER <u>235</u>
JOHN SMITH	123-456-789	VISA 4226-1234-5678-9012
BEN@DOMAIN.COM	234-567-890	WEB BUCKS 12345-789
DAN STEVENS	345-678-901	E-CASH 4444-5555-6666

FIG. 3

240

ITEM SPECIFICITY 241	ITEM DESCRIPTION RATING 242	DEGREE OF CERTAINTY 243	CERTAINTY RATING 244	TIME TO PURCHASE 245	TIME RATING 246
EXACT	5	100%	5	1 - 4 DAYS	5
VERY CLEAR	4	80%	4	5 - 8 DAYS	4
CLEAR	3	60%	3	9 - 12 DAYS	3
SEMI-CLEAR	2	40%	2	13 - 16 DAYS	2
VAGUE	1	20%	1	17 - 20 DAYS	1
NONE	0	0%	0	21+ DAYS	0

FIG. 4

250 →

POTENTIAL BUYER IDENTIFIER 251	ITEM DESCRIPTION 252	ITEM DESCRIPTION RATING 253	CERTAINTY RATING 254	TIME RATING 255	REWARD RATING 256
123-456-789	LARGE SCREEN TELEVISION	2	4 (80%)	5 (1 - 4 DAYS)	11/15
234-567-890	SONY PLAYSTATION	5	3 (60%)	4 (5 - 8 DAYS)	12/15
345-678-901	DELL COMPUTER	4	5 (100%)	1 (17 - 20 DAYS)	10/15

FIG. 5

260

REWARD RATING RANGE <u>261</u>	REWARD IDENTIFIER <u>263</u>	REWARD DESCRIPTION <u>265</u>
13 - 15	AMFM-120	PORTABLE AM/FM RADIO
10 - 12	ATTA-60	TRAVEL BAG
7 - 9	AMAZ-CD	FREE CD AT AMAZON.COM
4 - 6	CALC-40	POCKET CALCULATOR
1 - 3	PEPS-01	FREE 1L OF PEPSI

FIG. 6

270 →

POTENTIAL BUYER IDENTIFIER 271	REWARD IDENTIFIER 273	EXPIRATION DATE 275	CONFIRMATION RECEIVED 277	CONFIRMED ITEM DESCRIPTION 278	PENALTY APPLIED 279
123-456-789	ATTA-60	1/30/99	-	.	COST OF ATTA-60
234-567-890	AMFM-120	2/4/99	2/1/99	SAME	-
345-678-901	CALC-40	2/6/99	PENDING	PENDING	-

FIG. 7

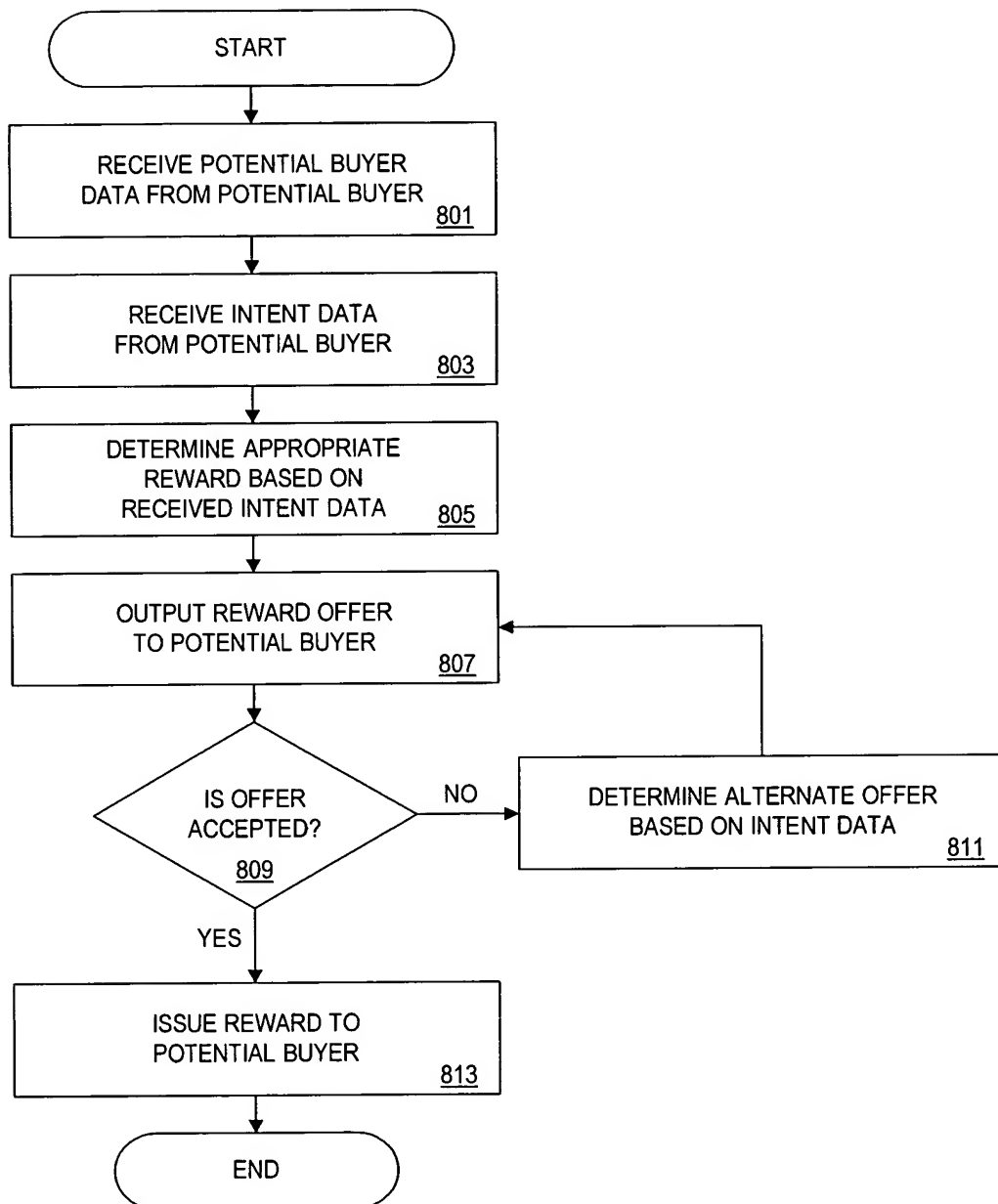


FIG. 8

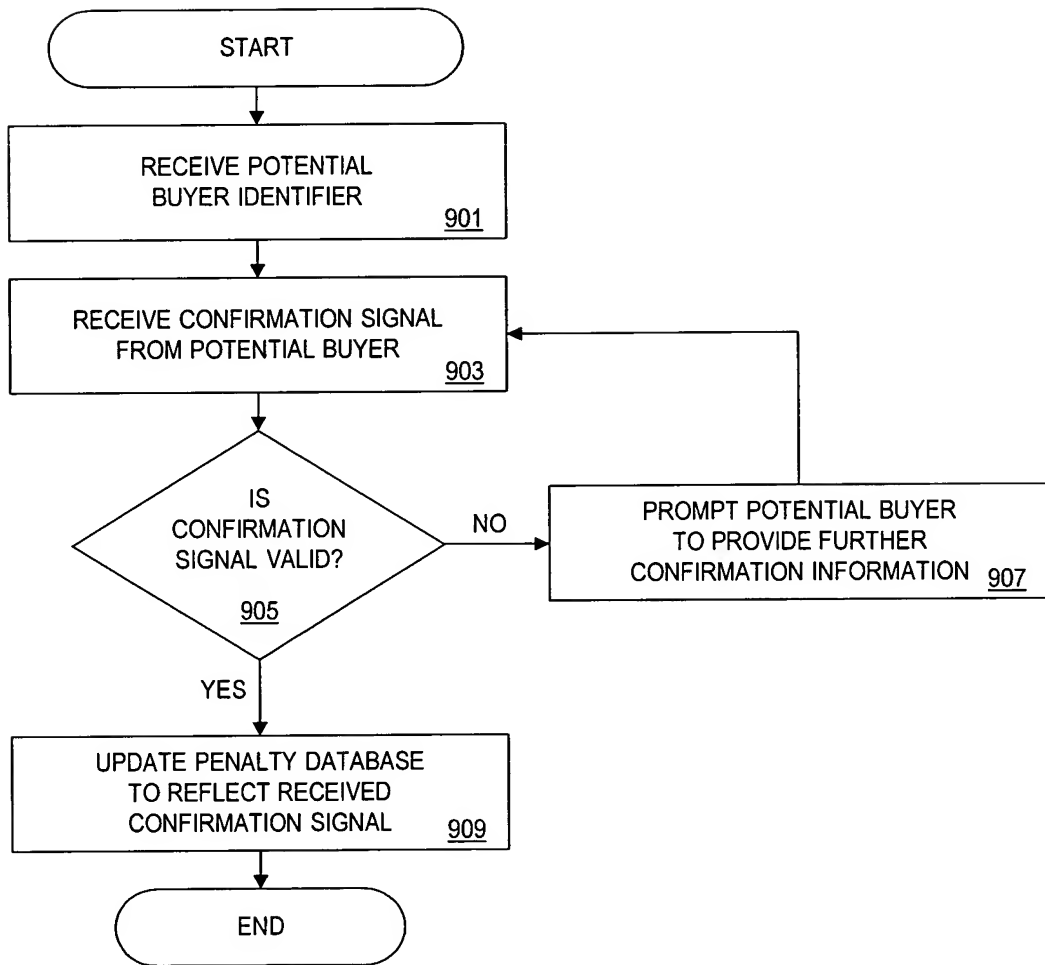


FIG. 9

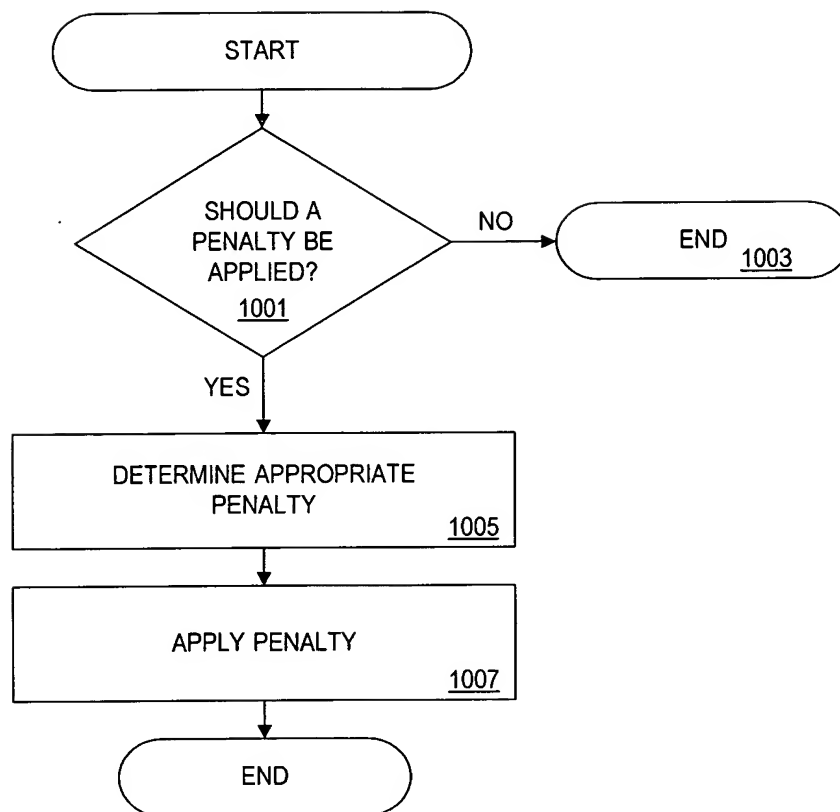


FIG. 10

280

SELLER NAME <u>281</u>	SELLER ID NUMBER <u>283</u>	SELLER REWARD OFFER <u>285</u>	SELLER RETRIEVAL DATE OF POTENTIAL BUYER INTENT DATA <u>287</u>
FRED'S APPLIANCES	987-654-321	DISCOUNT COUPONS	2/5/99
THE CD PLAYER STORE	654-321-987	\$25.00	2/7/99
HOUSE OF COMPUTERS	321-987-654	MAIL-IN REBATE	2/10/99

FIG. 11